

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the most inspiring
people in the industry



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PharmaVOICE

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THE FORUM FOR THE INDUSTRY EXECUTIVE

Volume 5 • Number 8

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by PharmaLinX LLC, Titusville, NJ
Printed in the U.S.A.
Volume Five, Number Eight

PharmaVOICE is published 12 times per year by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. Application to mail at Periodicals Postage Rates is pending at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 327, Titusville, NJ 08560.

PharmaVOICE Coverage and Distribution: Domestic subscriptions are available at \$190 for one year (12 issues). Foreign subscriptions: 12 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

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The PharmaVOICE 100 was inspired by the men and women who graciously consent to share their insights on the various trends and challenges facing the life-sciences industry on a monthly basis.

We are continually fired up by their knowledge and willingness to raise their voices and bring their unique perspectives to the industry at large.

Thus, we thought it was only appropriate to showcase the men and women who inspire and motivate you, our readers.

We asked our readership community to identify the people who they believe are having the greatest influence on corporate leadership, research and development, technology, creativity, marketing, and strategy.

The PharmaVOICE 100 were selected based on the number of nominations received as well as on the write ups that accompanied the submissions. We thank all of you who took the time to provide us with thoughtfully crafted accounts outlining why an individual inspired or motivated you.

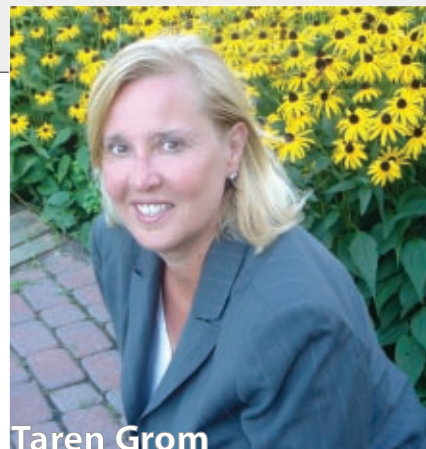
For the editors of PharmaVOICE this first annual issue has been a special experience. While we speak with many influential people every month for our Forums and feature articles, we rarely have the opportunity to talk about their lives, both professionally and personally, their challenges, and where they find inspiration and motivation.

The 100 people profiled in this issue hold a special place in their peers' and colleagues' lives. And we know why. We have found — from the nominations that were submitted and from speaking with these leaders — just what makes these people so inspiring.

Every one of the men and women profiled in this special issue has a passion for the industry, the work they do, their colleagues, and most importantly, the people who are impacted by what they bring to the table.

Their focus is clear: improving the discovery, development, access, and understanding of life-improving and life-saving medications.

Resoundingly, the leaders profiled for this issue agree that at the end of the day it's



Taren Grom

In keeping with PharmaVOICE's mission of providing insightful and provocative commentary from leaders throughout the life sciences, it is our pleasure, and honor, to publish the first annual PharmaVOICE 100 in recognition of their contributions to the industry.

about improving the quality of lives of patients.

Their passion is felt by all those whose lives they touch. They've made a concerted effort to put a more human face on the life-sciences industry. They have a personal management style that stresses integrity, decency, and character.

The PharmaVOICE 100 represent a broad cross-section of industry sectors — pharmaceutical, biotechnology, contract research, clinical trials, research and development, patient education, patient recruitment, advertising, technology, and many others.

To make the navigation of this issue as easy as possible, we have segmented the honorees into different categories. But by no means is their influence one-dimensional. Most, if not all, of these leaders could be featured in more than one category.

On behalf of the editorial team of PharmaVOICE — Denise Myshko, Elisabeth Pena Villarroel, Kim Ribbink, and Autumn Konopka — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list.

Taren Grom
Editor

The PharmaVOICE 100

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The Risk Takers

Embodying the true spirit of entrepreneurialism, these individuals identified an unmet need in the industry and have successfully built companies to fulfill their visions.

Through the Patients' Eyes

EXPERIENCE WITH DTC ADVERTISING, AN INTEREST IN DIRECT-TO-PATIENT COMMUNICATIONS, AND A PASSION FOR BREAKING NEW GROUND have

proven to be the perfect recipe for success for Elizabeth Moench. Taking her knowledge of the industry, FDA regulations, patient marketing, public affairs, issues management, and an uncanny ability to identify trends, Ms. Moench seized the opportunity in 1992 to form her own certified woman-owned company, MediciGroup Inc. Grown from a handful of employees with one client, MediciGroup is now a leader in the development and implementation of direct-to-patient clinical-trial recruitment and retention programs. Today, with a team of 30 professionals, the company serves a worldwide client base.

Maintaining the core value that everything the company does needs to be evaluated through a patient's eyes, Ms. Moench has overcome the "white coat" mentality that treated patients simply as statistics and has developed unique programs that address issues critical to successful clinical-study completion.

With a unique perspective — having both European and American roots — she is sensitive to cultural differences and is transferring those insights to global patient recruitment and retention programs.

Her dedication, innovative spirit, and commitment continuously inspire her employees, peers, associates, and clients. As president, Ms. Moench strives to inspire those around her, creating an environment for employees that meets both their needs and the needs of the company.

Ms. Moench is active with the DIA and the Association of Managed Care Pharmacy; she has served as past chair of the public affairs section for PhRMA and as a former board member of the National Council on Patient Information and Education. She has been recognized for her contributions — throughout the industry and beyond — with numerous awards, including the YWCA Award for Women in Industry, a Gold Quill Award from the International Association of Business Communications, and chair of Health Decisions of New Jersey.

Dedication, innovation, commitment — three words that have big meaning when describing the contributions that Elizabeth Moench, Founder and President of MediciGroup Inc., is making to the industry.

Elizabeth Moench

